

Appl. No. 10/729,470  
Amdt. dated December 5, 2006  
Reply to Office Action of March 13, 2006

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Original) A consumer product packaging system comprising at least one consumer product wrapped in an UV- protective thermoplastic packaging film, at least one of the consumer product wrapped in the UV- protective thermoplastic packaging film having a brightness value wherein the brightness value of the consumer product changes about 5 percent or less during an exposure to light for a period of about 12 months or more.
2. (Original) The consumer product packaging system of Claim 1, wherein the consumer product has a b-value that changes about 20 percent or less during an exposure to light for a period of about 12 months or more.
3. (Original) The consumer product packaging system of Claim 1, wherein the consumer product has a b-value of about 8 or less after an exposure to light for period of about 12 months or more.
4. (Original) The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.
5. (Original) The consumer product packaging system of Claim 4, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs about 90 percent or more of the light having wavelengths between about 280 to about 435 nm.

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6. (Original) The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film has a gauge of about 125  $\mu\text{m}$  or less.
7. (Original) The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film comprises polyester resins.
8. (Original) The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.
9. (Original) The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.
10. (Original) The consumer product packaging system of Claim 1, wherein the consumer product comprises BCTMP.
11. (Original) The consumer product packaging system of Claim 1, wherein the UV- protective thermoplastic packaging film is stretchable.
12. (Original) The consumer product packaging system of Claim 11, wherein the UV- protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50 % to about 850 %.
13. (Original) A consumer product packaging system comprising at least one consumer product wrapped in an UV- protective thermoplastic packaging film, the consumer product wrapped in the UV- protective thermoplastic packaging film having a b-value wherein the b-value of the consumer product changes about 20 percent or less during an exposure to light for a period of about 12 months or more.

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14. (Original) The consumer product packaging system of Claim 13, wherein the b-value of the consumer product is about 8 or less after an exposure to light for period of about 12 months or more.
15. (Original) The consumer product packaging system of Claim 13, wherein the consumer product has a brightness value that changes about 5 percent or less during an exposure to light for a period of about 12 months or more.
16. (Original) The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.
17. (Original) The consumer product packaging system of Claim 16, wherein the UV- protective thermoplastic packaging film deflects and/or absorbs about 90 percent or more of the light having wavelengths between about 280 to about 435 nm.
18. (Original) The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film has a gauge of about 125  $\mu\text{m}$  or less.
19. (Original) The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film comprises polyester resins.
20. (Original) The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.
21. (Original) The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

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22. (Original) The consumer product packaging system of Claim 13, wherein the consumer product comprises BCTMP.
23. (Original) The consumer product packaging system of Claim 13, wherein the UV- protective thermoplastic packaging film is stretchable.
24. (Original) The consumer product packaging system of Claim 23, wherein the UV- protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50 % to about 850 %.
25. (Original) A consumer product packaging system comprising at least one consumer product wrapped in a stretchable UV- protective thermoplastic packaging film, at least one of the consumer product wrapped in the stretchable UV- protective thermoplastic packaging film having a brightness value wherein the brightness value of the consumer product changes about 10 percent or less during an exposure to light for a period of about 8 months or more.
26. (Original) The consumer product packaging system of Claim 25, wherein the consumer product has a b-value that changes about 100 percent or less during an exposure to light for a period of about 8 months or more.
27. (Original) The consumer product packaging system of Claim 25, wherein the consumer product has a b-value of about 8 or less after an exposure to light for period of about 8 months or more.
28. (Original) The consumer product packaging system of Claim 25, wherein the stretchable UV- protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.

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29. (Original) The consumer product packaging system of Claim 25, wherein the stretchable UV-protective thermoplastic packaging film has a gauge of about 18  $\mu\text{m}$  or less.

30. (Original) The consumer product packaging system of Claim 25, wherein the stretchable UV-protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.

31. (Original) The consumer product packaging system of Claim 25, wherein the stretchable UV-protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

32. (Original) The consumer product packaging system of Claim 25, wherein the stretchable UV-protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50% to about 850%.

33. (Original) A consumer product packaging system comprising at least one consumer product wrapped in a stretchable UV- protective thermoplastic packaging film, at least one of the consumer product wrapped in the stretchable UV- protective thermoplastic packaging film having a b-value that changes about 100 percent or less during an exposure to light for a period of about 8 months or more.

34. (Original) The consumer product packaging system of Claim 33, wherein the consumer product has a brightness value wherein the brightness value of the consumer product changes about 10 percent or less during an exposure to light for a period of about 8 months or more.

35. (Original) The consumer product packaging system of Claim 33, wherein the b-value of the consumer product is about 8 or less after an exposure to light for period of about 8 months or more.

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36. (Original) The consumer product packaging system of Claim 33, wherein the stretchable UV-protective thermoplastic packaging film deflects and/or absorbs light having a wavelength between about 280 to about 435 nm.

37. (Original) The consumer product packaging system of Claim 33, wherein the stretchable UV-protective thermoplastic packaging film has a gauge of about 18  $\mu\text{m}$  or less.

38. (Original) The consumer product packaging system of Claim 33, wherein the stretchable UV-protective thermoplastic packaging film comprises at least one inorganic compound to provide light deflection and/or absorption.

39. (Original) The consumer product packaging system of Claim 33, wherein the stretchable UV-protective thermoplastic packaging film comprises at least one organic compound to provide light deflection and/or absorption.

40. (Original) The consumer product packaging system of Claim 33, wherein the stretchable UV-protective thermoplastic packaging film is capable of being elongated in the MD direction between about 50 % to about 850 %.

41. (New) The consumer product packaging system of claim 1 wherein the consumer product is one or more rolls of paper towels.

42. (New) The consumer product packaging system of claim 13 wherein the consumer product is one or more rolls of paper towels.

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43. (New) The consumer product packaging system of claim 25 wherein the consumer product is one or more rolls of paper towels.

44. (New) The consumer product packaging system of claim 33 wherein the consumer product is one or more rolls of paper towels.